

GENERAL SERVICES ADMINISTRATION FEDERAL ACQUISITION SERVICE

AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST 7FCB-H2-07-541-B

Advertising and Integrated
Marketing Solutions

CONTRACT NUMBER:
GS-07F-0314Y
GS-07F-0315Y*

CONTRACT PERIOD:
04/01/2012 to 3/31/2017

BUSINESS SIZE:
Small

Bruno White Entertainment Inc.
Lorri Nicholson
700 S. Bass Rd.
Kissimmee FL 34746

Socioeconomic Indicators:
Women-Owned Small Business

Phone: (407) 352-5555
Lorri@brunowhite.com
www.brunowhite.com



Bruno White Entertainment, Inc.



GSA

CONTRACTOR'S
ADMINISTRATION SOURCE:

Bruno White Entertainment Inc.
Lorri Nicholson
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On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**, a menu-driven database system.

The INTERNET address for GSA Advantage! is

<http://www.gsaadvantage.gov>

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at www.gsa.gov



CUSTOMER INFORMATION

1A. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

SIN	DESCRIPTION
GS-07F-0314Y	
541-4B	Video/Film Production
541-1000	Other Direct Costs
GS-07F-0315Y	
*541-4F	Commercial Art and Graphic Design Services
*541-2000	Other Direct Costs

1B. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:

(Government net price based on a unit of one)

SIN	MODEL	PRICE
N/A	N/A	N/A

1C. HOURLY RATES: (Services Only)

To be completed by contractor on text file submission

2. MAXIMUM ORDER*: \$1,000,000 per SIN

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE: 50 states, DC, US Territories

5. POINT(S) OF PRODUCTION: N/A

6. DISCOUNT FROM LIST PRICES: GSA Net Prices are shown on the attached GSA Price list. Negotiated discount has been applied and the IFF has been added.

7. QUANTITY DISCOUNT(S): None

8. PROMPT PAYMENT TERMS: ½% 20 Days, Net 30 Days

9A. Government Purchase Cards must be accepted at or below the micro-purchase threshold.

9B. Government Purchase Cards are accepted above the micropurchase threshold. Contact contractor for limit.

10. FOREIGN ITEMS: None

11A. TIME OF DELIVERY: As specified on agency task order and mutually agreed.

11B. EXPEDITED DELIVERY: Contact Contractor's Representative

11C. OVERNIGHT AND 2-DAY DELIVERY: As specified on agency task order and mutually agreed.

11D. URGENT REQUIRMENTS: As specified on agency task order and mutually agreed.

12. FOB POINT: Destination

13A. ORDERING ADDRESS:

Bruno White Entertainment Inc.
Lorri Nicholson
700 S. Bass Rd.
Kissimmee FL 34746
Phone (407) 352-5555
lorri@brunowhite.com
www.brunowhite.com



13B. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3

14. PAYMENT ADDRESS: Same as contractor

15. WARRANTY PROVISION: Standard Commercial Warranty.
Customer should contact contractor for a copy of the warranty.

16. EXPORT PACKING CHARGES: N/A

**17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE
CARD ACCEPTANCE:**

**18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR
(IF APPLICABLE):** N/A

19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A

**20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF
PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF
AVAILABLE):** N/A

20A. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):
N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A

23. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A

**24A. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES
(e.g. recycled content, energy efficiency, and/or reduced pollutants):**
N/A

24B. Section 508 Compliance for EIT:
Available on Electronic and Information
Technology (EIT)
Supplies and services, full details can be found
www.Section508.gov

25. DUNS NUMBER: 152253894

**26. NOTIFICATION REGARDING REGISTRATION IN
CENTRAL CONTRACTOR REGISTRATION (CCR)
DATABASE:**
Registration valid until current expiration.



Labor/Service Pricing

Hourly Rate

SIN/SINS PROPOSED	SERVICE PROPOSED	PRICE OFFERED TO GSA (including IFF)
541-B	Creative Director	\$ 144.63
541-B	Writer	72.31
541-B and 541-F	Producer	108.47
541-B and 541-F	Director	144.63
541-B	Production Manager	72.31
541-B	Production Assistant	28.93
541-B	Jib Operator	86.78
541-B	Stedi cam Operator	94.02
541-B	Camera Operators	72.31
541-B	Utility	57.85
541-B	Audio Engineer 1	37.28
541-B	Audio Assist 2	57.85
541-B	Lighting Designer	108.47
541-B	Gaffer	72.31
541-B	Electric	57.85
541-B	Hair & Makeup	65.09
541-B	Teleprompter Op	108.47
541-B	Wardrobe	79.56
541-B	Craft Service	50.62
541-B and 541-F	Graphics	94.02
541-B	Animation	101.25
541-B and 541-F	Editor	120.53

Other Direct Costs

Products, services and labor acquired from a third party. Other direct costs are established at not to exceed amounts

SIN PROPOSED	SUPPORT PRODUCT (ODC'S)	UNIT OF ISSUE (eg Hour, Task, each)	PRICE OFFERED TO GSA (including IFF)
541-1000, 541-2000	Client Monitor	Hourly	\$ 17.63
541-1000, 541-2000	HD Camera	Hourly	\$ 56.68
541-1000, 541-2000	Canon SD	Hourly	\$ 44.08
541-1000, 541-2000	Wide Angle Lens	Hourly	\$ 18.89
541-1000, 541-2000	Field Audio Pkg	Hourly	\$ 25.19
541-1000, 541-2000	Wireless Lav	Hourly	\$ 12.59
541-1000, 541-2000	LED Lt 800 Watts	Hourly	\$ 18.89
541-1000, 541-2000	Jib/Dolly	Hourly	\$ 94.46
541-1000, 541-2000	Stedi Cam	Hourly	\$ 94.46

REVISED PRICING PROPOSAL MATRIX

DATE:

1/5/12

SIGNED:

Lorri Nicholson

WHY US...

Bruno White Entertainment (BWE) produces creative videos and rich media to educate, engage, and entertain. Established in 1996, BWE is a nationally recognized leader in field production work; and has worked extensively throughout the country, as well as abroad. BWE is a production company that develops original creative educational/ training and promotional content, along with providing broad support in all production services. The company has a wide range of Government, Broadcast, Entertainment, and Corporate credits to their name, including Department of Defense (DoD), Microsoft, and The Walt Disney Company. BWE is a Women Owned Small Business Nationally Certified Company whose owners, Terri White & Lorri Nicholson, are award winning producers.



BWE maintains an extensive state of the art equipment inventory, and a complete in-house staff, some of which include: producers, writers, editors, graphic artists, camera operators, audio technicians, and production managers. Conveniently located in Central Florida, BWE has post facilities and a 30' x 50' white cyc & green screen stage in Kissimmee, as well as additional post facilities on Walt Disney World Property. These in-house assets allow BWE to be extremely efficient and cost effective.

FROM OUR CLIENTS

“The quality of their work is outstanding and accomplished on time.”

-Daniel J. Dunmire, Director, Department of Defense, CP&O

“Managing the video production of the site has been smooth and efficient because of their high attention to detail and unrivaled project management skills. ...our client relationship with Kellogg’s / FMW and their agency has been easy because of BWE’s flawless production work.”

-Ann-Marie Petersons, Brand Solutions Manager, Microsoft

“...BWE’s work is consistently high-quality, and their “white glove” client service is truly peerless. “

-Steve Wiens, Managing Editor: Microsoft:

“I have come to respect not only their video work but the integrity of their team. I have found them to be responsive and reliable in handling all the details required to produce a video for Microsoft, ...”

-Virginia Lynn, Microsoft Studios Executive Producer:

“Terri White and Lorri Nicholson, owners/partners are professional, experienced business women whom have completed such projects as Americas Funniest Videos, Extreme Makeover: Home Edition and The View. Their production experience makes them an invaluable asset. Their staff is awesome and always completes the job on time & on budget! “

-Keith Pagan, Walt Disney World Broadcast Manager

“The Video was a huge success! Hands down, you are the best entertainment and production team around, and I still can’t believe you all invested so much of yourselves into this piece...and into our organization.”

--Tina Ashe, Boys and Girls Clubs, Director Marketing

Capabilities Statement

(General)

On-location Video Production
Video Editing (Post Production)
Sound Stage/Green Screen (in house)
Commercials
Streaming video
Instruction/Training video
Pod-casting
Webisodes creation (Production)
Graphic Design & Branding

(Video Editing)

Creative Consulting
Creative Concept & Development
Animation- 2D and 3D
Motion Graphics
Lighting
DVD/CD-ROM Authoring
Global Content Delivery
High Definition Video Streaming
Complete Editing services



(Creative)

Creative Consulting
Brand Positioning
Creative Concept & Development
Story-boarding
Scripting
Branded Entertainment
Branded Entertainment

(Production)

HD/SD Video Formats
Multi Camera Production
Casting
Location Scouting
Crewing
Permitting
B-roll Production
Lighting
Audio Production
Aerial Photography



Awards



NACE International Readers Choice
"Innovation of the year" 2012, Department of Defense



Department of Defense ,
Rustcater Award of Merit 2007

Effie Award, Internet Brand Marketing, Series, 2009,& 2011 Moms Homeroom
MSFT & Kellogg's

Nat'l Assoc of Professional Women
2011/2012 Woman of the Year
Terri White and Lorri Nicholson

Telly Award, Walt Disney World-
Mission Space 2005

Telly Award, Walt Disney World
- Night of Joy 2006

Top 25 Businesses in Florida 2008

FMPTA Chrystal Reel Award,
2005 Documentary

Outstanding Performance
Disney Cruise Line 2004



Mission Statement:

**Produce Extraordinary Results in our industry, whilst having fun.
Do more than is expected for our clients; and treat all of our associates
as our most valuable assets.**